

**Request for Proposals**

**for**

**Web Design and Marketing Services**

**by the**

**Office of Sustainability, City of Chattanooga**

December 14, 2010

# Office of Sustainability

## Website Re-Design RFP

SECTION I - GENERAL INFORMATION .....	<b>Error! Bookmark not defined.</b>
Purpose of RFP.....	<b>Error! Bookmark not defined.</b>
Background Information .....	<b>Error! Bookmark not defined.</b>
Scope of the Proposed Project.....	<b>Error! Bookmark not defined.</b>
SECTION II – ADMINISTRATIVE & CONTRACTUAL INFORMATION	<b>Error!</b>
<b>Bookmark not defined.</b>	
Inquiries.....	<b>Error! Bookmark not defined.</b>
Exceptions to RFP Specifications .....	<b>Error! Bookmark not defined.</b>
Implied Requirements .....	<b>Error! Bookmark not defined.</b>
Vendor-Supplied Materials .....	<b>Error! Bookmark not defined.</b>
Issuing Office .....	<b>Error! Bookmark not defined.</b>
Rejection of Proposals.....	<b>Error! Bookmark not defined.</b>
Incurring Costs .....	<b>Error! Bookmark not defined.</b>
Vendor’s Proposals .....	<b>Error! Bookmark not defined.</b>
Economy of Preparation.....	<b>Error! Bookmark not defined.</b>
Conditions of Agreement .....	<b>Error! Bookmark not defined.</b>
SECTION III – RFP LIFE CYCLE.....	<b>Error! Bookmark not defined.</b>
Letter of Intent .....	<b>Error! Bookmark not defined.</b>
Response Date .....	<b>Error! Bookmark not defined.</b>
Initial Screening .....	<b>Error! Bookmark not defined.</b>
Review and Evaluation by Selection Committee	<b>Error! Bookmark not defined.</b>
Oral Presentation .....	<b>Error! Bookmark not defined.</b>
Product Demonstration.....	<b>Error! Bookmark not defined.</b>
Final Evaluation .....	<b>Error! Bookmark not defined.</b>
Proposal Acceptance .....	<b>Error! Bookmark not defined.</b>
SECTION IV – REQUIREMENTS FOR THE PROPOSED SYSTEM	<b>Error! Bookmark not defined.</b>
<b>defined.</b>	
Introduction .....	<b>Error! Bookmark not defined.</b>
General Requirements .....	<b>Error! Bookmark not defined.</b>
Vendor Information.....	<b>Error! Bookmark not defined.</b>
Qualifications and Experience .....	<b>Error! Bookmark not defined.</b>
Training .....	10
Test System .....	10
Cost Detail and Summary .....	11
Project Implementation .....	11
Vendor documents.....	11
Functional Requirements and Strategic Goals .....	12
Technical Requirements.....	14
Performance Requirements .....	15
APPENDIX A – PROPOSAL COST SUMMARY FORM.....	16

## **SECTION I : GENERAL INFORMATION**

### **Purpose:**

This request solicits proposals to lead the Office of Sustainability in the creation of a comprehensive website that will promote the initiatives of Chattanooga Green, the Office of Sustainability, and the Planning and Design Studio with the inclusion of necessary requirements at the Chattanooga.Gov website that will provide seamless and integrated flow for site visitors.

### **Office of Sustainability Background:**

The Office of Sustainability is a new office within the City of Chattanooga that has been in existence less than one year. The Office of Sustainability was formed to implement the Climate Action Plan and lead the "Chattanooga Green" effort. Currently, the Office of Sustainability works closely with the Chattanooga Hamilton County Regional Planning Agency's Planning and Design Studio. The Planning and Design Studio served as a leader in creating the Climate Action Plan.

### **Website Background:**

Currently, the Office of Sustainability has a small Chattanooga Green website hosted on Chattanooga.gov. The current website does not offer the capabilities to create a website to the specifications of the Office of Sustainability. The current Chattanooga.gov site has limitations on design and content management that constrain the ability of the Office of Sustainability to use the web as both an educational and exciting informational tool.

### **Website Vision:**

The "Chattanooga Green" website will educate viewers on energy efficiency and conservation by exploring the energy flows and connections between the natural and built environments in a visually impactful way. While having a strong focus on sustainable energy use, the website should be tailored to tell "Chattanooga's story" in terms of its history, culture, natural resources, community, and commerce.

The Office of Sustainability would like the website to be the ultimate "green portal," which will allow Chattanoogaans to understand how different forms of energy usage affect local businesses, governments, residents, citizens, students, as well as the potential impacts or benefits on the natural environment. The website should provide connections to green businesses, non-profit organizations, the tourism industry, Chamber of Commerce, the local universities, and other partners. Additionally, the website should serve as an educational tool for those outside the Chattanooga area seeking to learn about anything and everything related to energy efficiency and conservation.

The "Chattanooga Green" website should focus on increasing awareness on energy issues by offering "how to's," resources showcasing examples of green practices, programs and products. Ideally, the website will present a "profile" of Chattanooga as a premier city that stands as a national leader in sustainable living. The website should include educational material relating to energy efficiency and conservation.

**Scope:**

The Office of Sustainability is looking for a company to not only design a website, but also assist in the front end facilitation and planning of the website as well as marketing. A strategy to ensure that the website is well visited is also needed. All phases of this process are important and as much detail as possible should be provided when outlining Vendor services.

**1.1) Facilitation**

Consult with the Office of Sustainability to outline goals and objectives for the website. Review branding and identity of Chattanooga Green and the Office of Sustainability to ensure website properly complements the objectives of these efforts. Additionally, the Vendor should present a plan for community input to initiate potential website sponsors and partnerships.

Please contact the buyer for electronic copies of the logos associated with Chattanooga Green and other visual materials.

**1.2) Planning**

Consult with the Office of Sustainability to prepare a timeline for the project. Planning will include strategy sessions for how best to gather data for the website, implementing the website, phasing plans, and position the website in the market. Additional aspects of planning will include obtaining a URL address.

**1.3) Website Development**

The website homepage must have a highly updateable, interesting format that will lend itself to daily visits of site visitors. Although the body of the website is focused on energy efficiency and conservation themes, the framework and design should remain flexible enough to add additional information, resources and national examples related to other sustainability topics as the Office's needs or priorities evolve in the future.

As a large feature of the site, the Office of Sustainability would like a 3-D visualization, interactive map, or virtual city rendering of Chattanooga for site users to cruise through. Examples theme(s) for this rendering include: familiarize site visitors with the history of Chattanooga's natural and built environments; highlight existing energy efficiency and conservation initiatives; provide tools to visualize or calculate results of potential future projects for energy efficiency, conservation or production. The map or rendering should be highly interactive, educational and visually appealing. This key component of the website should be thoroughly discussed in the Vendor proposal.

Other elements to be considered are:

- Videos – Videos to be included on the website may include interviews, speeches, demonstrations and presentations
- Animations – Instructional animations may include following water from a house all the way to the river or flying overhead through the area watersheds for example.
- Green Report Card – A report card may be a feature for businesses, neighborhoods, districts, or home as a comparative tool to gauge “green” progress readiness.
- Tests – A green IQ feature to allow website visitors to test their sustainability knowledge
- Additional, more common features may include surveys, polls, newsfeeds, forums, features, and contests.
- Social Media and Newsletter components “must haves” to compliment the website.
- User generated content: interactive maps, surveys, and limited public engagement.

#### **1.4) Website Maintenance**

The Office of Sustainability requests a maintenance plan for the website. An easy to use Content Management System is necessary as the homepage will require new, fresh material on a daily and weekly basis. Other parts of the site will be updated less frequently, but as new information becomes available, the site should be easily updatable. The website should have an archival capability or plan to manage materials as available resources.

#### **1.5) Marketing**

The website goal is to be a “green portal” that site visitors consider to be the go-to site for all things related to energy efficiency and conservation. The website should be oriented towards an audience that includes Chattanooga residents, visitors to the Chattanooga area, and other individuals simply searching the web for energy and sustainability information. Website visitors should leave the site having learned about sustainability initiatives, the City of Chattanooga itself, and how sustainability is incorporated into daily life in the Chattanooga area.

In order to reach these goals, the website needs to not only have amazing content, but also needs to be correctly positioned and advertised. Therefore, the Vendor should be able to provide adequate marketing and positioning strategies to promote the website and gain site traffic. It is anticipated that the website project will entail both an upfront marketing analysis and branding phase and a conclusive marketing plan and strategy to take the website from initial launch through ongoing maintenance.

## **SECTION II : ADMINISTRATIVE & CONTRACTUAL INFORMATION**

### **Inquiries:**

Questions or requests for additional information concerning this RFP may be sent to the contact indicated on the cover page of this RFP.

### **RFP Specifications:**

This RFP is intended to describe the City's minimum requirements and response format in sufficient detail to secure comparable proposals. However, Vendors are not precluded from submitting proposals that differ from the described specifications. Any exceptions to specifications should be clearly noted and will be considered as they apply to the overall interest of the City.

### **Implied Requirements:**

All products and services not specifically mentioned in this RFP, but which are necessary to provide the functional capabilities described by the Vendor, must be included in the proposal.

### **Vendor-Supplied Materials:**

Any material submitted by a vendor shall become the property of the City of Chattanooga unless otherwise requested at the time of submission. Any material considered confidential in nature must be so marked.

### **Issuing Office:**

This RFP shall be governed by the laws of the State of Tennessee, and is issued for the City by the Purchasing Division of the Finance Department.

### **Rejection of Proposals:**

The City reserves the right to reject any and all proposals resulting from this RFP.

### **Incurring Costs:**

The City is not liable for any cost incurred by vendors prior to the issuance of a purchase agreement for the proposed solution and will not pay for information solicited or obtained.

### **Vendors Proposals:**

Vendors must submit a response to this RFP in writing and electronically. Please provide 3 written copies and one electronic copy on a CD. The vendor proposal must follow the format provided.

### **Economy of Preparation:**

Proposals must be prepared simply and economically. They should provide a straightforward and concise description of the capabilities of the company and its technical ability. Emphasis should be placed on clarity and content.

**Conditions of Agreement:**

The City desires to contract with a single vendor for all design, implementation, software, software maintenance, installation, conversion, and support. Proposals submitted must be binding for not less than ninety (90) days after the date received. The City will select the proposal, or combination of proposals, that in its opinion, is in the best interest of the City. The City reserves the right to reject any and all proposals or portions of a proposal. The City also reserves the right to waive minor technicalities in the proposal. The City not only reserves the right at the sole discretion of the City to reject any and all proposals and to waive technicalities, but also reserves the right of evaluation and the right to determine the methodology for evaluation of the proposals to determine which is the best proposal and to accept the proposal (or proposals) deemed to be in the best interest of the City, i.e., the most qualified proposal will not necessarily be the proposal with the lowest cost. Further, the City reserves the right to accept a proposal (or proposals) for any or all items separately or together.

The final award of the proposal and contract will be made by the Chattanooga City Council.

The successful vendor will be expected to enter into contract negotiations with the City that will result in a formal purchase agreement between the parties.

**SECTION III : RFP LIFECYCLE****Response Date:**

Sealed proposals to be considered must arrive at the issuing office on or before the date and time specified on the cover letter of this RFP. Proposals not received by the City by proposal closing time will be returned, after receipt, unopened to the vendor.

**Initial Screening:**

The initial screening of submitted proposals will occur as soon as practical following the opening. The initial screening process will involve evaluating all proposals for completeness, conformity, clarity, and compliance to all the RFP requirements. Proposals not meeting the minimum requirements will be rejected and dropped from further consideration.

**Review and Evaluation by Selection Committee:**

Once reviewed initially, a selection committee will evaluate proposals based on the proposal content and criteria for evaluation. Generally, proposals will be evaluated on:

- Completeness of Proposal
- Creativity
- Previous experience and "Project Team" skills.
- Thorough understanding of sustainability and all aspects of scope of work
- Quality of Design, graphic capabilities, and user friendliness (or ease of use demonstrated)

**Oral Presentation:**

Vendors submitting a proposal that passes initial screening and review and evaluation by the selection committee may be invited to make an oral presentation of their proposal to the City. Invitations will be given solely at the initiative of the City for any purpose the City deems necessary.

Such presentations provide an opportunity for the vendor to clarify their proposal and ensure that a thorough, mutual understanding exists. Oral presentations are not mandatory, but may be requested by the City as an option. These conferences may be also conducted by telephone or teleconference.

**Product Demonstration:**

Vendors may be requested by the City to demonstrate the software or program they are proposing. Demonstrations will be conducted in the most economical manner possible.

The demonstration must accurately illustrate the product(s) proposed in the RFP response. If any software or program is demonstrated that is not included in the Proposal Cost Summary are demonstrated, they must be clearly described as being additional cost items.

**Final Evaluation:**

After all requested oral presentations and product demonstrations have been completed, the final evaluation begins. The final evaluation will be completed as soon as practical depending upon the availability and time constraints placed upon the members of the evaluation team.

**Proposal Acceptance:**

After the final evaluation, the chosen Vendor will be notified and contract discussion and negotiation between the City and the selected Vendor will begin. The content of this RFP and the successful Vendor's proposal will become an integral part of the contract, but may be modified by provision of the contract. Vendors are requested to submit current contract forms with their proposal for review by the City. The final award of the proposal or contract will be made by the Chattanooga City Council.



## **SECTION IV : REQUIREMENTS FOR THE PROPOSED SYSTEM**

### **Introduction**

The purpose of this section is to describe the required and desired features of a re-designed website and related project management for the City. The vendor may propose additional features and options to be considered. The order in which the following items appear in no way represents their priority or importance to this RFP. The City requests that prospective vendors use these specifications to develop proposals within the guidelines set forth in Section II.

### **General Requirements**

The City desires to replace its current website with one better suited to the City's needs. The vendor will be expected to provide all services from design and development through full implementation of the site. The vendor will also be expected to provide tools, training, and a recommended methodology that will allow City personnel to manage and maintain the site thereafter. Those personnel will be a combination of technical IS employees and non-technical departmental employees.

### **Vendor Information**

Prospective vendors must provide a brief description of their organization to include:

- Size of the organization
- Number of support personnel in the organization
- A copy of the organizational chart
- Number of years in business providing similar applications
- A reference list including clients who have used the vendor's website-design services
- Client list including those using products recommended by the prospective vendor
- A list of all State, County, or Municipal government clients who have used the vendor's services, with links to the corresponding websites
- Samples of previous work, including a wide variety of styles
- A firm timeline for implementation
- A project start date commitment
- A resource availability date commitment
- Complete references supporting the potential vendor's Project Manager for this project
- Detail information on vendor's "discovery" methodology

The same information should be provided for any business partners or sub-contractors that the vendors expects to have share in this project.

Prospective vendors must also provide information that will enable the City to evaluate their design and implementation philosophy. This must include:

- Detail information on vendor's "discovery" methodology
- Specific examples of navigation they consider to be "clear and intuitive"

- A list of “Top Ten” rules that should be followed by a municipal website
- A list of “Bottom Ten” things that should not be done on a municipal website
- Any other information or examples that describe priorities and philosophies

## **Qualifications and Experience**

### **A) General Experience**

Provide a summary of the experience of the Vendor’s proposed “Project Team” and those who will be working together on the web design including the facilitation, planning, implementation, marketing, and upkeep of a website. The Vendor must demonstrate an ability to successfully implement all aspects of web design as specified above and been established in this field for a minimum of 3 years.

### **B) Project Team Members Experience**

Provide resumes of the Vendor’s Project Team including the Project Manager and all key personnel that will be providing support in the design of the website.

### **C) Previous Experience with Similar Projects**

The Vendor shall have demonstrated performance and reliability of at least 3 projects of similar scope. Profiles of these projects should be submitted and should include the name of the project, description of the project, location of the project, and contact information for the individual or organization for which the website was designed. Additionally, any projects with a sustainability or “green” theme should be included.

As this is Request for Proposals is for a website which will be large in content and heavy in features, the Office of Sustainability encourages Vendors to provide examples of similar projects as previous work as well as suggestions for the effective launch and completion of this project.

Electronic versions of the Office of Sustainability logo and a visual materials package can be requested if it would assist in your presentation. Please use the contact information on the cover page to request this information.

## **Training**

Proposals must include all on-site training of end user and support personnel required for the implementation and use of the application and any proposed new systems software.

## **Test System**

Proposals should also include the consideration of a separate but identical test system to be used for training and program testing only.

## **Cost Detail and Summary**

The vendor must itemize all charges for software installation, project management, on-site training, conversion, software customization, maintenance and support, licenses, application programs, implementation assistance, and any other cost associated with the acquisition of the system. These detail costs can be submitted on the vendor's form but must be summarized on the Cost Summary Form in Appendix A of this RFP.

## **Project Implementation**

The vendor must provide a dedicated project manager for the duration of the implementation of the software system. The project manager must be knowledgeable and experienced in website design and management. The vendor must provide documentation describing the project manager's qualifications.

The vendor must provide a project implementation plan describing customer responsibilities and vendor responsibilities. The project plan must describe all tasks associated with the implementation of the system, including data conversion of existing web content. The project plan must include a sample timetable.

The project plan must include checkpoints for milestone payments during the design and implementation process. The City shall have the right to reject the website design at any one of these checkpoints. If the design is rejected, the City shall have the right to request a new design, or to terminate the contract, at the City's discretion. The City shall be liable only for costs associated with milestones successfully completed and accepted by the City up until that point.

The vendor must provide project management costs, including expenses, which will be incurred by the City in the execution of the project implementation plan.

The vendor must be on site to provide needed assistance when the system goes live.

The City shall have the right to return any related software system at no cost to the City at any time during the software installation and for up to a period of 90 days after final installation and implementation, if the City determines the system to be undesirable.

## **Vendor documents**

The vendor must provide a sample purchase contract, maintenance agreement, warranty terms and license fee with proposal.

## **Functional Requirements and Strategic Goals**

The solution proposed by the vendor should include the following elements:

### **Guidelines for Website Policies**

- The response should include guidelines for:
  - Publishing new or updated content
  - Linking to other sites (dealing with liability issues for implied recommendations)
  - Any other concerns relating to the management of the website.
  - Addressing typical concerns for social media usage

### **An Overall Plan for the Website Look-and-Feel**

- This should provide consistent style from page to page within the site. Navigation should be clear and intuitive for all site visitors: citizens, current or prospective business owners, out-of-town visitors, and others wishing to learn about Chattanooga and its government.
- The graphics and other art used throughout the website must meet City requirements.
- The website design must comply with all government mandates, guidelines, and best practices for accessibility.
- Note that the City has existing Web applications hosted outside the main site. These include in-house-written inquiries into back-office databases, 3<sup>rd</sup>-party pages that offer online payments for various City services, and access to the City's 311 Call Center/CRM application for service requests. These applications must continue to be supported within the new site. Any style sheets or other supporting information must be provided to the outside vendors and applications as needed.

### **Content Standardization**

- The vendor should provide a set of proposed standards for webpage content. This should include recommendations for the use of graphics, animation, bandwidth requirements (keeping in mind that many visitors will have slower connections), compatibility with multiple browsers, Smartphone's, and wireless devices, and other standards as appropriate.
- The vendor should provide a recommendation concerning multi-lingual access to the website. The content developed, and the content management tool recommended, should support that recommendation.
- The vendor should provide content that meets ADA compliancy rules and regulations.

### **Content Development**

- This will include extensive interviews with representatives of each City department and associated Agency to determine the information they would like to present on the site. Many have existing content that may or may not be adequate for their current needs; others have no existing web pages. Any existing content that is determined to be of value should be migrated to the new site without requiring it to be re-created.
- Development should use current leading technology. The new site is expected to have a life span of five years or more. The technology used in its development should be reasonably expected not to become obsolete within that time frame.
- The pages will need to be extremely graphic intensive, including some streaming video.

**Content Management**

- The vendor is asked to recommend a content editing and management tool that will facilitate on-going maintenance of the site. This must be an off-the-shelf product, in common use and with a high market share. Supporting documentation for market share and wide-spread acceptance of the tool must be included as part of the response to this RFP. The vendor will be expected to provide training for both administrators and end users. Such a tool should provide:
  - Easy, non-technical creation of content that adheres to the standards set for the site
  - A method for content to be repeated on multiple pages without duplicate entry
  - A method for importing and exporting content from/to multiple sources
  - Version control and audit trails for modified content
  - Administrative control before new or modified content is released
  - Sufficient flexibility and functionality to meet the needs of graphics-intensive pages.
  - Compatibility with Microsoft FrontPage

**Project Management**

- The vendor will be expected to fully manage the implementation project for the new website. The proposal should include a dedicated Project Manager, a business plan, and a timeline with measurable milestones.

**A Strategy for On-going Website Management**

- This should provide guidelines for the number of webmasters, their responsibilities, and their location (central, distributed among department specialists, out-sourced, etc.).
- The management plan and all accompanying tools must provide for separate development, testing, and staging sites in addition to the production website.

**Search Engine Optimization**

- Selected company must demonstrate an advanced understanding of the best practices of website development as it pertains to search engine optimization.

## **Technical Requirements**

The current website host is a Windows 2000 server running IIS 5. Languages supported are: PHP 4, ASP.net, ASP, Perl, and IHTML. Joomla has been selected as the preferred CMS. The vendor should include estimates to move the data from our current system to the new server. This will include transferring the data in the current RedDot CMS database to Joomla.

Any proposed software (such as Content Management) must run on a wide area network composed of generic personal computers (PC) and a network server in a client/server mode. The network server will be operating in the Linux Server environment. Client PC's attached to the network will be running the Windows XP or above operating system. All associated hardware should be available from local vendors and require no specialized configuration or additions to run the proposed application.

Workstation and network hardware, printers, operating systems, database, cabling, and communications will be purchased independent of this RFP, and will be installed and functional at the time the proposed application is delivered. The vendor should provide their recommendations for:

- Network Server specifications
- Client PC specifications
- Minimum disk storage requirements
- Minimum bandwidth requirements

The proposed software configuration should include the license costs to support a centrally located network server and concurrent users spread over multiple remote sites. The number of licenses needed should be a part of the vendor recommendations. The RFP response should indicate the license pricing structure: whether each license is priced individually, group pricing for a given number of licenses, volume discounts, per-seat vs. concurrent licensing, etc.

If the vendor, based on their knowledge of their product, feels this is not the optimum network configuration for their proposal, they should make a recommendation reflecting what they think the optimum configuration should be. The vendor's proposal must include licensing cost consistent with their network configuration recommendation.

The database management system used by the proposed software should be a full function DBMS. Functional and management features should include but not be limited to on-line backups, transaction control to include rollback and commit functionality, restore and roll forward to point of failure functionality, row level locking, unique and non-unique indexing, automatic enforcement of referential integrity, set of management tools, and ODBC compliance.

The Vendor should make a recommendation towards the preferred database management system. All the proposed software configurations should reference the current production version of the package as of the vendor response date.

All proposed software should include the following documentation:

- Complete user manuals and online Help reference materials
- Database table schematics and record descriptions
- A description of the database security and audit-trail features
- A description of the source language used
- Complete source code to be placed in escrow to be accessed only in event of vendor demise
- Documentation on any standard reports provided with the application
- Documentation on any ad-hoc report writer provided with the application

## **Performance Requirements**

An acceptance test will be developed by the City with support from the selected vendor to determine that the delivered system performs adequately and meets City expectations established during selection. Results will be used to determine if the vendor has satisfactorily met their contractual obligations for delivery of an operational system.

As general guidelines for acceptance, the proposed software should not have:

- Any non-interactive job or process that requires more than one (1) hour to complete
- Any interactive transaction or process to be performed more than ten (10) times in a regular workday that requires more than six (6) seconds to complete
- Any interactive transaction to be performed less than ten (10) times in a regular work day that requires more than one (1) minute to complete
- Any interactive process or transaction that requiring all other system users to exit before initiating
- Any non-interactive process or service requiring all system users to exit before initiating

## ***APPENDIX A – PROPOSAL COST SUMMARY FORM***

The undersigned, being familiar with the requirements of the City of Chattanooga Request for Proposal for a Municipal Court Records Management system RFP, proposes to furnish products and services to the City in accordance with that request.

The summary below reflects projected City costs for system acquisition and implementation. Supporting detail must be attached describing hourly rates, per form cost, projected expenses, licensing structure for each component, of both server and client software, discounts, and anything else that will lead to a clear understanding of the proposal. Maintenance costs are to be listed separately for each component to which they apply.

ITEM	COST
Software license(s)	<hr/>
Project Management	<hr/>
Standard Implementation Support	<hr/>
Training	<hr/>
Travel Expense	<hr/>
Other (describe in detail)	<hr/>
Annual Maintenance and Support	<hr/>
Conversion	<hr/>
Software Customization	<hr/>
Reports	<hr/>
	<hr/>
TOTAL	<hr/>

In submitting this proposal, I understand that the City reserves the right to reject any and all proposals.

The undersigned further agrees that this proposal is made in good faith and is not founded on, or in consequence of, any collusion, agreement or understanding between his or herself or any other interested party.



OFFICIAL ADDRESS:

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(Phone #)

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FIRM NAME

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(Signature of Principal)

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(Title)

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(Date)

October 15, 2010

RFP for Web Design Firm V3.docx

CK, PG